

department of health and senior services



risk
communication/
media training
seminars

april - may, 2005



Center for Emergency Response and Terrorism
www.dhss.mo.gov

severe

high

elevated

guarded

low

missouri emergency preparedness

is your organization prepared for a health emergency or act of terrorism in the state of Missouri?



risk communication/media training

Knowing what to say to the media, when to say it and how to structure key message points is vital for an organization responding to a public health emergency. The Department of Health and Senior Services' (DHSS) Center for Emergency Response and Terrorism is sponsoring media and risk communication training seminars across the state.

Our basic Crisis and Emergency Risk Communication (CERC) course will be offered once this year in Jefferson City. This informative day-and-a-half seminar is designed to increase your familiarity and that of your agency with communication principles and tools as they relate to emergency risk communication. Your attendance will help ensure that Missouri is as prepared as possible in the event of a public health emergency. The training will also help with general media relations.

New this year is an Advanced Crisis and Emergency Risk Communications (ACERC) course that will be offered in multiple locations across Missouri. Smaller in size than the CERC class, this day-and-a-half workshop will include a brief refresher on CERC principles but will focus on hands-on, interactive activities for participants. The majority of our work will focus on building media skills during a crisis, and will include on-camera

exercises. This class will also focus on the role and impact of leadership during a crisis.

who should attend?

Public health agency staff members responsible for developing a communications plan, preparing messages, delivering messages or collaborating with other groups are invited to attend the CERC class. The class is also recommended for public relations representatives from area hospitals and members of public safety or law enforcement agencies. The ACERC class is recommended for LPHA Administrators, designated spokespeople during an emergency situation or those individuals who have completed the CERC course.

what to expect?

- ◆ There is no charge to participants for the class.
- ◆ CERC classes last one and one-half days.
- ◆ Classes mix a variety of learning formats including scenarios, group work, individual work and lecture.
- ◆ An emphasis is placed on message development and practice sessions are conducted to involve as much of the group as possible.
- ◆ Candid conversations are encouraged to promote and support emergency risk communication planning.
- ◆ Professional trainers from a St. Louis strategic communications firm will conduct the training.

What should you do before an emergency?

during an emergency?

after an emergency?

"All topics were useful and extremely informing. I particularly liked the software, very user friendly."

about the training

The trainings are part of DHSS' initiatives through the Centers for Disease Control and Prevention's (CDC) bioterrorism grant to increase the capacity of state and local public health agencies to provide public information during a terrorism event or other public health threat. This training will take you one giant step forward toward being more prepared.

"My confidence in meeting with the media has been increased greatly."

"I would recommend this course to my colleagues."

seminar information

"Of all trainings I've been through this was by far the most interesting and most informative. The extent of the instructors' knowledge and insight is to be commended."

All seminars are a day-and-a-half long. **Registration begins at 8:00 a.m. both mornings.** The first day of the seminar will begin at 8:30 a.m. and end at 4:30 p.m. Day two of the seminar will run from 8:30 a.m. to noon.

Please attend the class that is most convenient to you. Space is limited; please enroll early. Registration forms must be received seven (7) days before the selected training seminar.

There is no registration fee for this class. Lunch and snacks will be provided. Participants will be responsible for their travel expenses.

seminar dates and locations

Please make your own hotel accommodations.

Basic CERC Training

May 17 - 18, 2005

Jefferson City

Columbia College
3314 Emerald Lane
Jefferson City, MO 65109
573-634-3250 (T)
573-634-8507 (F)

Advanced CERC Training

April 12 - 13, 2005

Kansas City

Hilton Garden Inn - Independence
19677 E. Jackson Drive
Independence, MO 64057
816-350-3000 (T)
816-350-3535 (F)
Government Rate: \$78.00

Advanced CERC Training

May 24 - 25, 2005

Jefferson City

Columbia College
3314 Emerald Lane
Jefferson City, MO 65109
573-634-3250 (T)
573-634-8507 (F)

Advanced CERC Training

April 6 - 7, 2005

St. Louis

Hilton Garden Inn - Chesterfield
16631 Chesterfield Grove Road
Chesterfield, MO 63005
636-532-9400 (T)
636-532-9401 (F)
Government Rate: \$89

Advanced CERC Training

May 10 - 11, 2005

Springfield

University Plaza Hotel
333 John Q. Hammons Parkway
Springfield, MO 65806
417-864-7333 (T)
417-831-5893 (F)
Government Rate: \$61.00



Missouri Department of Health and Senior Services
Risk Communication/Media Training Seminar
Registration Form

THERE IS **NO REGISTRATION FEE** FOR THIS SEMINAR.

LUNCH AND SNACKS WILL BE PROVIDED.

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PLEASE **PRINT CLEARLY** THE FOLLOWING INFORMATION

Name _____

Title _____

Agency or Organization _____

Address _____

City, State, Zip _____

Include my name on the participants list ☐ yes ☐ no

Phone _____ Fax _____

Email | | | | | | | | | | | | | | | | | | | | | |

Dietary Restrictions or Accessibility Needs, if any _____

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CHOOSE YOUR SESSION

☐ **Basic CERC Training**
May 17 - 18, Jefferson City
Columbia College

☐ **Advanced CERC Training**
April 6 - 7 - St. Louis
Hilton Garden Inn - Chesterfield

☐ **Advanced CERC Training**
April 12 - 13, Kansas City
Hilton Garden Inn - Independence

☐ **Advanced CERC Training**
May 10 - 11, Springfield
University Plaza Hotel

☐ **Advanced CERC Training**
May 24 - 25, Jefferson City
Columbia College

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THREE WAYS TO REGISTER

MAIL YOUR COMPLETED FORM TO:
MISSOURI DEPT. OF HEALTH & SENIOR SERVICES
CENTER FOR EMERGENCY RESPONSE
AND TERRORISM
P.O. Box 570

JEFFERSON CITY, MO 65102
**PLEASE MAKE A COPY OF THIS ENTIRE FORM
FOR YOUR REFERENCE BEFORE MAILING IT.**

FAX YOUR COMPLETED FORM TO:
573-751-6041

REGISTER ONLINE AT
www.dhss.mo.gov/BT_Response/risk_comm05.htm

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ARE YOU

LPHA ADMINISTRATOR ☐ YES ☐ NO

DESIGNATED SPOKESPERSON
☐ YES ☐ NO

PAST PARTICIPANT IN BASIC CERC TRAINING
☐ YES ☐ NO

who should attend?

- ◆ The Basic CERC course is designed for state and local public health employees responsible for disseminating vital public information, emergency response personnel in charge of communicating to the public and hospital public relations directors.
- ◆ The Advanced CERC course is designed for LPHA Administrators, designated spokespeople during an emergency risk situation, or those who have attended the basic CERC course.

registration deadlines

Registration for all seminars is due to the DHSS office
**NO LATER than 5 p.m.
seven days (7) prior to
the seminar date.**

FOR MORE INFORMATION, CONTACT
MARY KAY HAGER AT THE DHSS
CENTER FOR EMERGENCY
RESPONSE AND TERRORISM
AT 573-751-6062.